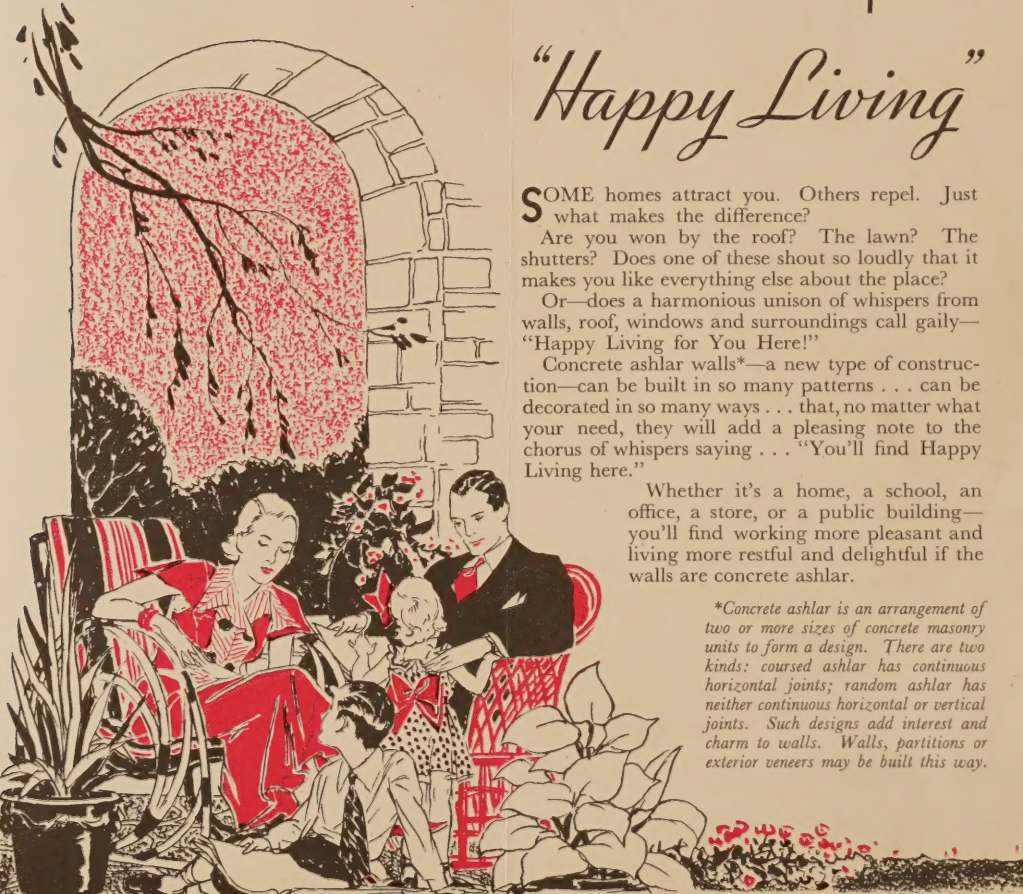
HOMES that attract you have walls that whisper

"Happy Living"



SOME homes attract you. Others repel. Just what makes the difference?

Are you won by the roof? The lawn? The shutters? Does one of these shout so loudly that it makes you like everything else about the place?

Or—does a harmonious unison of whispers from walls, roof, windows and surroundings call gaily—"Happy Living for You Here!"

Concrete ashlar walls*—a new type of construction—can be built in so many patterns . . . can be decorated in so many ways . . . that, no matter what your need, they will add a pleasing note to the chorus of whispers saying . . . "You'll find Happy Living here."

Whether it's a home, a school, an office, a store, or a public building—you'll find working more pleasant and living more restful and delightful if the walls are concrete ashlar.

**Concrete ashlar is an arrangement of two or more sizes of concrete masonry units to form a design. There are two kinds: coursed ashlar has continuous horizontal joints; random ashlar has neither continuous horizontal or vertical joints. Such designs add interest and charm to walls. Walls, partitions or exterior veneers may be built this way.*

Institutions need not sacrifice character or beauty for cost, if they build of concrete ashlar

Quiet, pleasing walls add comfort to the satisfaction patrons get from tasty food at this cafe

Built for men. And how men enjoy this solid, rugged room!

Children's nerves are disturbed less when school walls are built for quietness

"Satisfied? Plenty!" said Royal Sterling when his house was finished

"Happy Living Here"

BUILDINGS of concrete ashlar that whisper "HAPPY LIVING HERE" have been built from coast to coast—Los Angeles—San Antonio—Kansas City—Omaha—Des Moines — Detroit — Philadelphia — New York. In many towns and cities.

Note how concrete ashlar walls have added quiet beauty—refreshing charm—restful simplicity—cordial friendliness. Without shouting, these walls add a strong note of feeling to the spirit of the structure.

For your building, concrete ashlar walls offer you the plus advantages of fire proofness and durability at no extra cost. Picture the beauty . . . learn the economy . . . before you build.

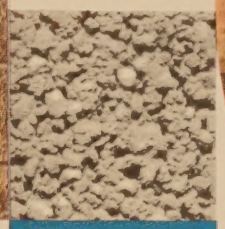
Concrete ashlar walls complete the picture of warm friendliness

Acoustics with concrete ashlar? "We are pleased to report perfect results"—Bennett and Straight, architects

OUTSIDE WALLS WITH NEW BEAUTY—AND AT LOW COST, TOO

An inexpensive pattern for interiors. Decoration may be varied to suit the purse and taste, and without destroying the acoustical value.

INSIDE WALLS THAT "DON'T HOLLER BACK"— AT NO EXTRA COST



Open textures of ashlar units swallow sound while adding interest to decorative treatment

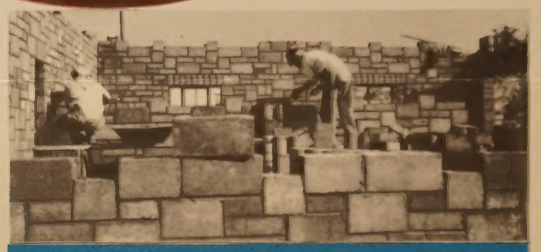
INSIDE WALLS OF CONCRETE ASHLAR

. . . add to whispered charm . . . durability . . . fire safety . . . economy . . . and permanence. Made in rough textures, concrete ashlar walls bring restful, quiet rooms without annoying reflections of distracting sounds ("they don't holler back at you"). These added values come without added cost. In many places concrete ashlar will save in first cost as well as in the yearly cost of upkeep.

OUTSIDE WALLS

. . . likewise add to whispered charm . . . strength . . . durability . . . fire safety . . . weatherproofness . . . and permanence. They require little repair or upkeep. They please the pocketbook, as well as the eyes.

Partitions and veneers are easily built with ashlar units



Masons have no difficulty building ashlar patterns

Hard, dense, fine grained surfaces enjoy rebuffing rain, snow, sleet and sun

VENEERS

Concrete ashlar veneer offers many of the same advantages of solid concrete ashlar. The same patterns may be built. The same broad decorative treatment may be given. It is durable and permanent. Veneers may be built in thicknesses from 3 to 6 inches.

©AMEMYA

Great variety may be had in walls by using different patterns—and each pattern may be decorated in infinite variety.

OUTSIDE WALLS WITH NEW BEAUTY AND AT LOW COST, TOO

Why should your home have lifeless walls?
It won't . . . if you build with concrete ashlar.

Portland Cement Association 33 West Grand Avenue, Chicago
Litho. in U. S. A. P-123—15M-10-35

WALLS

that whisper "happy living"